



Mission:
POSSIBLE

• 2022 SPONSOR OPPORTUNITIES •

The 20th Annual Pam Posthumus Signature Auction Event will be held in-person & virtually at the Michigan State University Breslin Student Events Center on May 17, 2022.



PRESENTING SPONSOR - \$100,000 (exclusive)

- Twenty-four (24) tickets to the event and reserved tables in company's name with preferred seating
- Sixteen tickets (16) to the VIP reception
- Invitation to pre-record video introduction of 2022 honorees shown during live program
- Invited to participate in one or more radio interviews promoting the event
- **Top tier recognition at the event including:**
 - Full page color ad in printed and electronic event program book (inside front cover)
 - Recognition and quote in statewide news release
 - Logo on CTF auctions website, all printed event materials, and signage at the event
 - Priority Logo placement on all printed event materials and signage at in-person event
 - Logo in CTF Biennial State Plan presented annually to the Michigan Legislature
 - Recognized as Presenting Sponsor on invitations mailed to Michigan businesses, community, and political leaders
 - 10-foot banner concourse display
 - Large Gobo logo display in the main entrance

CHAMPION SPONSOR - \$50,000

- Twenty (20) tickets to the event and reserved tables in company's name with preferred seating
- Ten (10) tickets to the VIP reception
- Opportunity to provide a 1-minute pre-recorded video shown during the live program
- **Second tier recognition at the event including:**
 - Full page color ad in printed and electronic event program book (inside or outside back cover)
 - Logo on CTF auction website, all printed event materials, and signage at the event
 - Logo in CTF Biennial State Plan presented annually to the Michigan Legislature
 - Listed on invitations mailed to Michigan businesses, community, and political leaders
 - 10-foot banner concourse display
 - Medium Gobo logo display in the main entrance



GUARDIAN SPONSOR - \$35,000

- **Sixteen (16) tickets to the event and reserved tables in company's name with preferred seating**
- **Eight (8) tickets to the VIP reception**
- **Opportunity to provide a prerecorded 30-second video shown during the event**
- **Third tier recognition at the event including:**
 - Full page color ad in printed and electronic event program book
 - Logo on CTF auction website, all printed event materials, and signage at the event
 - Logo in CTF Biennial State Plan presented annually to the Michigan Legislature
 - Listed on invitations mailed to Michigan businesses, community, and political leaders
 - 8-foot banner concourse display
 - Small Gobo logo display in main entrance

PROTECTOR SPONSOR - \$20,000

- **Twelve (12) tickets to the event and reserved tables in company's name with preferred seating**
- **Six (6) tickets to the VIP reception**
- **Opportunity to provide a prerecorded 30-second video shown during event reception**
- **Fourth tier recognition at the event including:**
 - Full page color ad in printed and electronic event program book
 - Logo on CTF auction website, all printed event materials, and signage at the event
 - Logo in CTF Biennial State Plan presented annually to the Michigan Legislature
 - Listed on invitations mailed to Michigan businesses, community, and political leaders
 - 8-foot banner concourse display

DEFENDER SPONSOR - \$10,000

- **Ten (10) tickets to the event and reserved tables in company's name**
- **Five (5) tickets to the VIP reception**
- **Opportunity to provide a prerecorded 15-second video shown during event reception**
- **Fifth tier recognition at the event including:**
 - Half page color ad in printed and electronic event program book
 - Logo on CTF auction website, all printed event materials, and signage at the event
 - Logo in CTF Biennial State Plan presented annually to the Michigan Legislature
 - Listed on invitations mailed to Michigan businesses, community, and political leaders
 - 8-foot banner concourse display



ADVOCATE SPONSOR - \$7,500

- Eight (8) tickets to the event and reserved table in company's name
- Four (4) tickets to the VIP Reception
- Sixth tier recognition at the event including:
 - Quarter page color ad in printed and electronic event program book
 - Listed on CTF auction website, all printed event materials, and signage at the event
 - Listed in CTF Biennial State Plan presented annually to the Michigan Legislature
 - Listed on invitations mailed to Michigan businesses, community, and political leaders

PARTNER SPONSOR - \$5,000

- Eight (8) tickets to the event and reserved table in company's name
- Two (2) tickets to the VIP Reception
- Seventh tier recognition at the event including:
 - Quarter page black and white ad in printed and electronic event program book
 - Listed on CTF auction website, all printed event materials, and signage at the event
 - Listed in CTF Biennial State Plan presented annually to the Michigan Legislature
 - Listed on invitations mailed to Michigan businesses, community, and political leaders

BELIEVER SPONSOR - \$2,500

- Eight (8) tickets to the event and reserved table in company's name
- Eighth page ad in electronic and printed event program book
- Eighth tier recognition at the event including:
 - Eighth page black and white ad in printed and electronic event program book
 - Listed on CTF auction website, all printed event materials, and signage at the event
 - Listed in CTF Biennial State Plan presented annually to the Michigan Legislature
 - Listed on invitations mailed to Michigan businesses, community, and political leaders



FRIEND SPONSOR - \$1,000

- Four (4) tickets to the event
- Name listed in electronic and printed event program book
- Listed on CTF auction website, all printed event materials, and signage at the event.
- Listed in CTF Biennial State Plan presented annually to the Michigan Legislature
- Listed on invitations mailed to Michigan businesses, community, and political leaders as well as pre-event printed promotional materials

IN-KIND SPONSORSHIP OPPORTUNITIES

(Only one available at each level unless otherwise indicated)

- Name included on invitations mailed to Michigan businesses, community, and political leaders as well as pre-event printed promotional materials
- **Video Sponsor (\$10,000)** – Covers the production of the online virtual event
- **Print Sponsor (\$20,000)** – Covers the cost of print materials to promote the event, including save the date postcards, mailed invitation, event program, etc.
- **Live Auction Sponsor (\$10,000)** – Covers the technical costs of producing the live auction
- **Mobile Bidding Sponsor (\$10,000)** – Covers the cost of mobile bidding platform
- **Décor Sponsor (\$10,000)** – Covers the cost of decorations at Breslin
- **Marketing & Advertising Sponsors (\$5,000+ each, multiple available)** – Covers the investment in statewide event promotion including design and placement of ads through various media outlets (TV, radio and digital) as well as local and statewide publications.

*Please refer to the Sponsorship Opportunities for associated benefits with each level.



Mission:
POSSIBLE

THE CHILDREN'S TRUST FUND OF MICHIGAN
20TH ANNUAL PAM POSTHUMUS SIGNATURE AUCTION EVENT

• AN EVENING OF BUILDING BRIGHTER FUTURES FOR MICHIGAN'S KIDS •

MAY 17, 2022



2022 SPONSOR PLEDGE FORM

Please return form via email to: nickolas@capitolfundraising.com

All sponsorships must be pledged no later than April 18, 2022 in order to receive all sponsor benefits

SPONSOR NAME: _____

ORGANIZATION: _____

ADDRESS: _____

EMAIL ADDRESS (REQUIRED): _____

PHONE NUMBER: _____ FAX NUMBER: _____

Please indicate how you would like to be listed on print material:

If CTF has questions, please contact: ☐ Same as above

Name: _____

Telephone: _____ Email: _____

Preferred method of communication: ☐ Phone ☐ Email

SPONSORSHIP OPTIONS — check the box next to the level of sponsorship you are purchasing

☐ PRESENTING SPONSOR (exclusive) - \$100,000

☐ CHAMPION SPONSOR - \$50,000

☐ GUARDIAN SPONSOR - \$35,000

☐ PROTECTOR SPONSOR - \$20,000

☐ DEFENDER SPONSOR - \$10,000

☐ ADVOCATE SPONSOR - \$7,500

☐ PARTNER SPONSOR - \$5,000

☐ BELIEVER SPONSOR - \$2,500

☐ FRIEND SPONSOR - \$1,000

IN-KIND SPONSORSHIP OPPORTUNITIES

☐ Video Sponsor

☐ Print Sponsor

☐ Live Auction Sponsor

☐ Mobile Bidding Sponsor

☐ Décor Sponsor

☐ Marketing & Advertising Sponsors

☐ **Yes, I would like to increase my sponsorship by 20% for the 20th event to help us celebrate 40 years of saving and changing lives**

I will make payment by:

☐ Credit Card online at CTF Online Store

☐ An enclosed check

☐ A check mailed within the next two weeks

☐ Please email an invoice in the full amount

Please make checks payable to: Children's Trust Fund

Mail checks to: **Children's Trust Fund**

P.O. Box 30802, Lansing, MI 48909

Thank you for your tax deductible donation. CTF's Tax I.D. #38-6000134. For more information, contact Nickolas Lentz at nickolas@capitolfundraising.com or (517) 485-9127.